

III. RECOMMENDED POLICIES

The vision described in Chapter II is the future which the task force believes is the most desirable for the study area. The policies which follow were derived from the vision. They serve as guides toward the task force's vision. The policies should be used by public officials and citizens when they face proposals for the study area.

These recommended policies are important because several years will pass before this plan is updated. The plan's more detailed recommendations may be implemented but undoubtedly new circumstances and new proposals not foreseen by the task force will arise. By referring to these policies and following their direction when new issues emerge, decision makers can ensure that the vision developed by the task force is actually achieved.

Three general policies regarding Accessibility, Open Space, and Development and Land Use are stated with each followed by specific policies which elaborate on particular aspects of the broad policy. The policies are numbered for ease of reference, not to indicate any ranking of one policy as more important than another.

The task force recognizes that in some circumstances two or more of these policies and the values they represent may be in conflict. In such instances, the task force endorses a balancing of the competing values, rather than the rejection of one or more policies. It recommends that the attempt be made to follow each policy to the maximum extent practical when complete adherence to all the policies is not possible.

In some cases, the policies apply to parts of the study area. The specific parts identified in the policies are: **The Lakefront Parklands**. This term describes all of the land on the lakefront which is currently in recreational use or which may be put to recreational use. It includes all the Milwaukee County parks in the study area. It also includes the city-owned lands in recreational use, such as Urban Park, Maier Festival Park and Harbor Island. **The North Harbor Tract**. This term specifically describes the city-owned lands between the mouth of the Milwaukee River and Wisconsin Avenue extended. In addition to Urban Park, Maier Festival Park and Harbor Island, the tract includes the North Municipal Pier.

Accessibility

- 1.0 Maximize public access to and through the lakefront parklands, including the North Harbor Tract.
 - 1.1 Extend a continuous, coordinated network of pedestrian pathways throughout the lakefront parklands, especially along the water's edge.
 - 1.2 Connect the lakefront pathways with the Riverwalk system described in the Milwaukee Riverlink Guidelines. (Copies of the RiverLink Guidelines are available from the Department of City Development.)
 - 1.3 Extend a continuous, coordinated network of bike ways through the lakefront parklands, including a Hoan bridge bikeway.

- 1.4 Extend transit service (including light rail if developed) to and through the lakefront parklands.
- 1.5 Ensure that all capital projects on the lakefront parklands enhance accessibility for persons with physical handicaps.
- 1.6 Encourage development of a water taxi system linking lakefront and riverfront sites.
- 1.7 Ensure that any physical changes in the lakefront parklands enhance appreciation of, and access to, the water's edge.
- 1.8 Preserve and enhance view corridors to and from the lakefront.
- 1.9 Minimize the adverse impacts of automobile parking in the lakefront parklands through use of landscaped, small capacity parking lots at selected locations. Develop alternative access by satellite parking lots and shuttles. Special event parking areas (grass parking) should be provided based on type of event, location and anticipated attendance.
- 1.10 Encourage use of the lakefront parklands by a socially, ethnically, economically and racially diverse mix of people.

Recreation and Open Space

- 2.0 Preserve and enhance the lakefront parklands, including the North Harbor Tract, as a unique recreational resource.
 - 2.1 Continue the transformation of the North Harbor Tract from a former commercial port site to recreational and navigational use.
 - 2.2 Provide a variety of options for passive and active recreation in the lakefront parklands.
 - 2.3 Encourage outdoor recreational use within 300 feet of the lakeshore and reduce potential conflicts among activities by giving water related recreation priority to the water's edge in the lakefront parklands.
 - 2.4 Restrict new development and new structures to those needed for maintenance, service, and limited food service for persons using the park and recreational facilities. Discourage new structures within 150 feet of the water's edge. For those new structures which are built, encourage locations near existing structures, parking, and roads. Maintain the area within the first 60 feet of the shoreline as a continuous pedestrian pathway.
 - 2.5 Encourage park facilities and improvements which by their design allow mixed use/multiple use programming.
 - 2.6 Encourage facilities and programming in the lakefront parklands which bring activity to the lakefront in the evenings and the cold weather months.

- 2.7 Support efforts to improve water quality in Lake Michigan and the Milwaukee River estuary.
- 2.8 Enhance the environmental quality of the lakefront parklands through strategies which reduce noise, automobile exhaust and trash and which protect areas designed for low intensity use from over use.
- 2.9 Design any commercial use or development on the lakefront parklands to enhance public recreational use of the lakefront lands and water.
- 2.10 The surface water within the harbor of refuge created by the Federal breakwater is a unique lake-within-the-lake and should be preserved by discouraging further landfilling except for shoreline protection, piers and docks, and, if there is no other economically and environmentally feasible alternative, a confined disposal facility for dredging in aid of shipping.

Development and Land Use

- 3.0 Encourage a land use pattern which enhances the economic well being of the Milwaukee community.
 - 3.1 Enhance the development potential of private land within the study area by emphasizing the waterfront as an amenity for those lands through pedestrian and visual linkages between privately-owned sites and the water's edge.
 - 3.2 Preserve and protect Jones Island for active port use by encouraging the location of activities compatible with commercial port operations on the "Island" and discouraging incompatible uses.
 - 3.3 Continue and enhance the existing special event and festival sites by providing the space and infrastructure needed for their success.
 - 3.4 If any new social or cultural facilities, except a maritime museum, are to be located in the lakefront parklands, they should be concentrated in a district surrounding and including the War Memorial/Art Museum, O'Donnell Park and the downtown Transit Center.
 - 3.5 Require all new development within the study area to be designed to the highest aesthetic and environmental standards so that the overall beauty of the area is preserved and enhanced for future generations.
 - 3.6 Extend a continuous, coordinated network of pedestrian pathways along the water's edge as recommended in the report, Milwaukee RiverLink Guidelines.